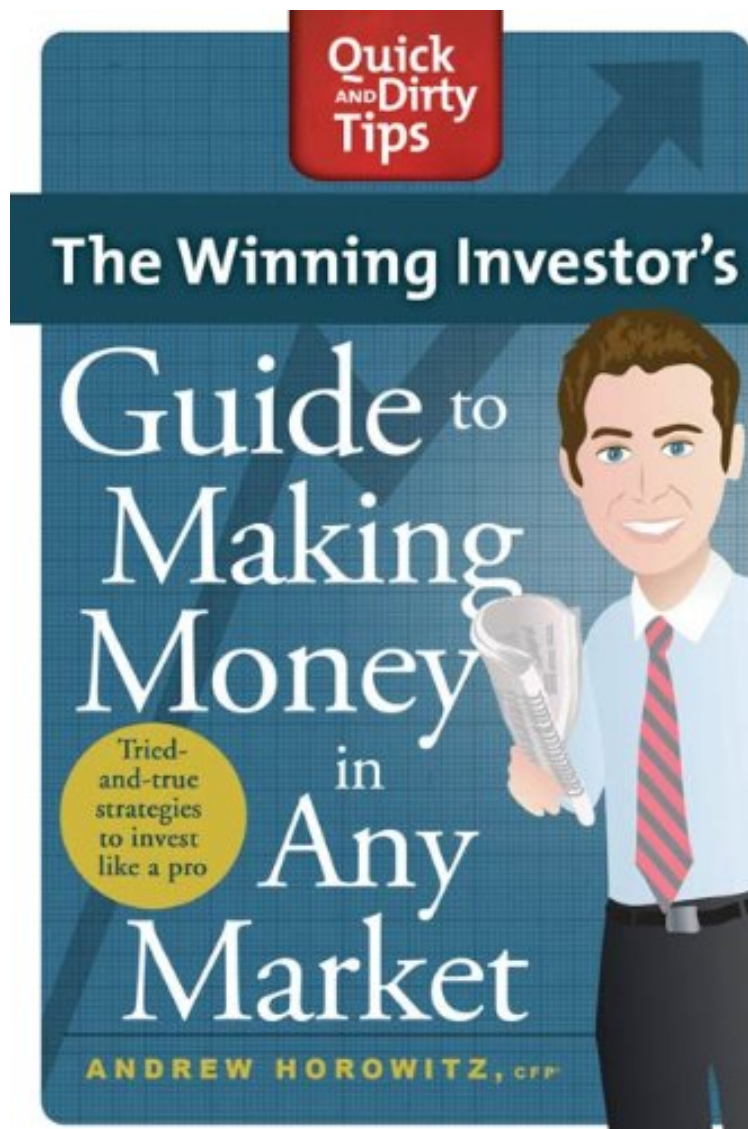


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Andrew Horowitz

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been playing around in the share market since 2003 and although I am no expert, I have learnt the odd thing or two (sometimes the hard way!). However, this intro-type book still taught me a whole lot. The author outlines the basics in markets, hinging the book on his "Quanta-Funda-Techna" method he talks about on his podcasts. Quanta: screens for stocks based on criteria, Funda: provides another filter based on ratios etc and Techna: helps with entries and timing. I particularly enjoyed:- the section on Indicators (leading, lagging and coincident) to watch- the constant reference to stock/bond/ETF ticker codes in the US market. As an overseas investor it helped me to get to know the US market better- the loads of websites he refers to. I always bookmark these and check them out, building my knowledge base. Look, it is not a book for the advanced investors out there but if you know the podcast series that this is based on then you should know this. However, you always learn something from books and at this price, it is an easy read. 1 of 1 people found the following review helpful. excellent resource By RJCool because it provides a wide exposure to "the market"....from technical analysis to fundamental analysis in an easy to read format. very helpful info on peg and other ratios. it's also helpful in providing various websites for additional information. i'm not "advanced" in investing and this book is a great starting point without overly detailed, wordy explanations. 0 of 0 people found the following review helpful. Excellent handy reference guide By Lucas W. This concise but fact filled little book is an excellent reference guide with good glossary and meaningful economic indicator information.

Over the past few decades, certified financial planner Andrew Horowitz has helped countless clients make loads of money in the market; now he's written a basic investing guidebook to share his expertise with the rest of us. Want to know the difference between ETFs and mutual funds? He tells you. Want to know how you can possibly select the best investments when you have so many choices? He explains that too. Whether you're just getting started or you want to manage your money more closely, you can invest smarter and Andrew will tell you how. You'll learn: - Which investments you should hold to have a truly diversified portfolio - Ways to choose the best stocks and know when to buy and when to sell- How to make sense of the current economic climate and invest accordingly- The best ways to minimize risk and protect your investments Andrew's blend of expertise and spot-on advice has landed him in numerous national newspapers and on shows like CNBC and The Daily Show With Jon Stewart. Discover what millions of Winning Investor podcast fans already know: Andrew's straight-shooting style, real-life examples, and quick and dirty tips take the mystery out of the market, put you on the surefire path to investing success, and make the life and future you've been dreaming of yours for the taking

From Publishers Weekly Amid the countless how-to-invest guides that hit the market every year comes a straightforward primer that translates the jargon, breaks down the concepts, and provides advice neophytes can actually use. Finance blogger Horowitz presents basic information about investments and investment vehicles, various types of risk, economic trends, and kinds of investment analysis; he helps the reader first identify investment goals, then pursue the types of investments or further research necessary to create and maintain an appropriate portfolio. The final chapter addresses choosing a financial adviser, what questions to ask, and information on how you may be charged. Quick tips and Web site recommendations are sprinkled liberally throughout, with a glossary at the end. Beginning investors will find this no-nonsense manual a helpful resource to navigating the markets. (Jan.) (c) Copyright PWxyz, LLC. All rights reserved. Andrew Horowitz uses his extensive experience and wealth of knowledge to give the reader clear, practical and sensible ideas for becoming a more successful investor. His wisdom and insight into investing make this book a necessary addition to your investment library. --Scott O'Neil, Investors Business Daily and President, MarketSmith